

8. (Previously presented) The method of claim 1, further comprising determining the current local time using the local computing device and determining which advertisements are appropriate for presentation based upon the current local time using the local computing device.

9. (Original) The method of claim 1, wherein different advertisements are selected for presentation as the weather condition information changes.

10-15. Canceled.

16. (Previously presented) Advertisement presentation control software stored on a computer readable medium of a local computing device, comprising:

logic configured to collect local weather condition information from a sensing unit that is separate from the local computing device;

logic configured to determine which advertisements are appropriate for presentation based upon the collected weather condition information; and

logic configured to transmit appropriate advertisements to a display unit that is separate from the local computing device.

17-18. Canceled.

19. (Original) The software of claim 16, further comprising logic configured to determine the current local time and logic configured to determine which advertisements are appropriate for presentation based upon the current local time.

20. (Previously presented) The method of claim 1, wherein the local weather condition information comprises at least one of temperature, barometric pressure, precipitation, brightness, humidity, and wind force.

21. (Previously presented) The method of claim 1, wherein the local weather condition information comprises at least one of barometric pressure, precipitation, brightness, humidity, and wind force.

22. (Previously presented) The system of claim 16, wherein the local weather condition information comprises at least one of temperature, barometric pressure, precipitation, brightness, humidity, and wind force.

23. (Previously presented) The system of claim 16, wherein the local weather condition information comprises at least one of barometric pressure, precipitation, brightness, humidity, and wind force.

24. (Previously presented) The method of claim 1, wherein determining which advertisements are appropriate for presentation comprises disqualifying available advertisements with reference to a correlation table.

25. (Previously presented) The system of claim 16, wherein the logic configured to determine which advertisements are appropriate comprises logic configured to disqualify available advertisements with reference to a correlation table.

26. (Previously presented) A method for controlling the presentation of advertisements practiced by a local computing device having a processing device and a memory, the method comprising:

receiving local weather forecast information with the local computing device that is collected by and transmitted from a remote server via a network;

determining which advertisements are appropriate for presentation on a local display unit using the computing device and based upon the received local weather forecast information; and

transmitting appropriate advertisements from the local computing device to the local display unit, the local display unit being separate from the local computing device.

27. (Previously presented) The method of claim 26, wherein the local display unit is mounted to a fuel pump.

28. (Previously presented) The method of claim 26, further comprising determining the current local time using the local computing device and determining which advertisements are appropriate for presentation based upon the current local time using the local computing device.

29. (Previously presented) Advertisement presentation control software stored on a computer readable medium of a local computing device, comprising:
logic configured to receive local weather forecast information that is collected by and transmitted from a remote server via a network;
logic configured to determine which advertisements are appropriate for

presentation on a local display unit using the computing device and based upon the received local weather forecast information; and

logic configured to transmit appropriate advertisements from the local computing device to the local display unit, the local display unit being separate from the local computing device.

30. (Previously presented) The software of claim 29, further comprising logic configured to determine the current local time and logic configured to determine which advertisements are appropriate for presentation based upon the current local time using the local computing device.